

## WHAT'S HAPPENING IN NA WORLD SERVICES THAT YOU MAY WANT TO KNOW...

We hope you will continue to forward this page by email, or copy it for interested members, your ASCs, and your RSCs. We continue to encourage people to obtain e-subscriptions to *The NA Way* and *NAWS News*. This helps us to communicate more effectively and control distribution costs.

- ✦ World Convention: A preliminary report for WCNA 36 is included with this issue of *NAWS News*. Greater than budgeted expenses and a lower than predicted attendance led to an overall financial loss for the event. On the positive side, we are already seeing Fellowship growth and PR opportunities in Brazil as a result of the event. We want to again thank the members of the support workgroup and the other local volunteers for their unprecedented efforts to make WCNA 36 a reality.
- ✦ The 2016 *Conference Agenda Report (CAR)* is available at [www.na.org/conference](http://www.na.org/conference), or from the WSO at \$15.00, including tax and shipping. Videos that summarize the contents will again be offered for this CAR. Conference participants are invited to join the World Board for a webinar on December 12 at 10 am PST.
- ✦ Traditions Project: The approval form of the Traditions workbook, "Guiding Principles—The Spirit of Our Traditions," is available as part of the CAR on the Conference webpage. We are thankful to all the members who participated in the process.
- ✦ Surveys in the CAR will be used to gather information from the Fellowship on what recovery literature and service material they want and their ideas for Issue Discussion Topics for the next cycle. Additionally, we will be offering the survey online on the Conference webpage.
- ✦ Planning Our Future packet: This will include the results from the Role of Zones workshops, a snapshot of data for zones today in NA, and a narrated PowerPoint on the future of the WSC. These materials will be available online at [www.na.org/future](http://www.na.org/future) or by a link on the Conference webpage.
- ✦ 2016 Conference Approval Track (CAT): The CAT material will contain the NAWS Strategic Plan, budget, project plans, and WSC seating recommendations and applications. It will be available online on the Conference webpage or from the WSO at \$11.00, including tax and shipping.
- ✦ Decision Making at the WSC: Also included in the 2016 CAT material will be proposed tools and resources to assist the WSC cofacilitators, along with proposals for better discussing ideas at the WSC and for forwarding input to the NAWS Strategic Plan. Delegates will also have the opportunity to include ideas and issues for Fellowship discussion in the CAT in addition to the opportunity they already have in the *Conference Report*. The deadline for inclusion in the CAT is 15 December 2015. We will also be experimenting with electronic voting at this WSC.
- ✦ PR Pamphlet: We anticipate that a draft of this resource focused on providing information for professionals regarding the medicalization of addiction treatment and the NA Third Tradition will be available in the next couple of months for a 90-day review by Conference participants. An e-blast will be sent when the pamphlet is ready.
- ✦ Web Meetings: If you would like to join us and discuss issues and solutions in service efforts, please send your name, trusted servant position, and region and/or area to [events@na.org](mailto:events@na.org) for conventions, [Handl@na.org](mailto:Handl@na.org) for H&I and Inmate Step Writing committees, [PR@na.org](mailto:PR@na.org) for PR/PI trusted servants, and [servicesystem@na.org](mailto:servicesystem@na.org) for Service System.
- ✦ Financials: Fellowship contributions exceeded \$1 million in the fiscal year ending 30 June 2015 for the first time in our history. We continue to encourage members to participate in the work of NA World Services to make recovery available to addicts globally and our Vision a reality by contributing financially through our portal at [www.na.org/contribute](http://www.na.org/contribute).

Go to *NAWS News* at [www.na.org/nawsnews](http://www.na.org/nawsnews)



## THE TIES THAT BIND US TOGETHER

We do not usually send out a *NAWS News* at the same time as the *Conference Agenda Report (CAR)* so we are trying to keep this short. We had additional information that we wanted to

get to you before February that did not seem to belong in the *CAR*. We have had some remarkable fellowship development activities lately, but they will have to wait to share.

### MOVING TOWARD WSC 2016 HONESTY, TRUST, & GOODWILL

Our Board meeting was held 14–17 October 2015 in Chatsworth, California. We opened the Board meeting on Wednesday with final reports from this cycle's workgroups—Traditions Book Project (“Guiding Principles: The Spirit of Our Traditions”), Decision Making at the WSC, and Delegates Sharing—and ended the day with an overview of what items will be in the *Conference Agenda Report*. The theme of the Conference and the upcoming cycle, “Honesty, Trust, and Goodwill,” came from A Vision for NA Service which is the foundation for all our service efforts.

On Thursday morning, we were all shocked to receive the news that one of our Board members, Bob G, had passed away during the night. Bob was a longtime NA member who loved NA and will be sorely missed. He touched many lives in his 38 years clean.

For the rest of the day we tried to turn our attention back to the business at hand, but it was difficult. We discussed preparations for WSC 2016 and concluded the day with the report from the internal board workgroup on WSC seating recommendations focused on the future of seating.

We spent the day Friday working on our Strategic Plan. Initially we finalized our goals for 2016–2018 and started prioritizing since we typically identify more ideas than can be accomplished in one cycle. In January we will finalize the specific ideas for 2016–2018 that will help us fulfill the prioritized goals.

A pamphlet for professionals regarding medicalization of addiction treatment and the NA Third Tradition was reviewed on Saturday morning. Once the draft of this pamphlet is completed, it will be sent to Conference participants for a 90–day review. We moved to our corporate fiscal responsibilities and ended the day with the report from the WSC Seating Workgroup whose recommendations will be in the Conference Approval Track material.

We have recently added two new staff members in Chatsworth. Please help us to welcome Pam T from Northern California as a new project coordinator and Stacy McD from Illinois as a writer/editor.

## WCNA 36

Again, we want to thank the members of the WCNA support workgroup and our other local volunteers for their tireless efforts to assist us in making this convention a reality. They did everything we asked of them and more. We also want to thank all of those members who were of service before, at, and after the convention helping members from outside of Rio to get to meetings and around Brazil. The world convention has been held in South America only once before and that was 15 years ago in Cartagena, Colombia. WCNA 36 was a remarkable example of how far recovery in NA has come in South America over the last 15 years. We saw many old friends and met many new friends from all over Brazil and the continent. It was a privilege to be a part of this event.

At this point, it should come as no surprise that the plan we had for WCNA 36 did not work the way we had intended. Our inability to contract with hotels after trying to use three different vendors, the delay in getting information to members because of that, and the economic situation in Brazil all led to a smaller turn out than expected. In spite of this, the benefits of a world convention—connection between members, a celebration of our diversity and recovery, and the local community PR opportunities—were all realized.

We always anticipate an investment of NA resources with conventions held outside North America such as in Barcelona, Spain, and Cartagena, Colombia; however, WCNA 36 cost more than predicted. We have included a brief summary below. Since this is the beginning of our new three–year world convention cycle, we will begin to have discussions about the model for WCNA in the future, the event rotation, and the fellowship development opportunities.

WCNA 36 was a bilingual convention with an unprecedented number of headsets being distributed: over 3,000. The expense was high, and there were problems with the quality of sound and the length of time it took for that many people to obtain and return headsets. Planning for bilingual events in the future will be a part of our evaluation of WCNA.

The only reason that we were able to initially enter into an agreement with the convention center in Rio was because of existing good relationships between the then government of Rio and NA and NA members. They ensured that we received a rate structure suitable for an organization like ours, which allowed us to consider this location. However, by the time WCNA 36 occurred the government had changed which contributed to our challenge. Additionally, when the contract was originally created we planned an event that would utilize offsite facilities each evening as we expected to have space in hotels. As we went from one destination management vendor to another we were forced to consolidate all of the event activity at the convention center. This resulted in a major change to the contracted facility utilization. The original contract was based on a twelve–hour daily utilization. However, as the event plan evolved our facility use became based on 18–20 hour days which at prevailing rates created a balloon effect with facility expenses.

With the reduced attendance, we also had contracted for more space than we ultimately needed. For an event in a hotel, this is easy to change and adapt as you go. For an event in a convention center, that flexibility does not exist.

We were also reminded that we have no control over global economic conditions. Brazil experienced an economic downturn similar to the US recession in 2008. When we were planning this event in 2012, the exchange rate was 1:1.7; at the time of the event it was approximately 1:3.1; and at the time of this report it is 1:4.1. This uncertainty and increased cost to attend may have hampered Brazilian members' ability to come to the Convention. While Brazilian members were challenged, the exchange rate became favorable in February for US and other non-Brazilian travelers, yet seemed to come too late for US members to adequately plan for attending WCNA 36. The result was low registration numbers—approximately 3,400.

As we got closer to the Convention, there started to be indicators that we might not get the attendance we were expecting and as a result, where possible, we did institute some cost-saving measures. We cut or changed many of our onsite costs. We dramatically reduced the amount of merchandise ordered (which also reduced the income), and we even limited our use of air conditioning on-site, as that cost was approximately \$11,000 per hour. This curtailing of expense even extended to using members to help us move chairs each night after the main meeting to make the space usable for the next event, rather than using convention center staff, and we are grateful for their willingness to help. There are members who have been to a world convention who won't recall this ever being done previously. The expenses associated with a convention center are drastically higher and very different from an event in a hotel.

As you can see from these figures, our income was approximately half of what we expected, primarily due to the merchandise shortfall and a smaller variance from registration. On the expense side, we spent far less than originally planned on merchandise because this was something we could adjust for a smaller expected attendance. And as previously stated, our facility expenses were much more than originally planned. This is not the news we wanted to send but it is an accurate reflection of what occurred. Gratefully, the two previous conventions helped to offset this expense. The net income figures for the last four world conventions total (-105,594) made up of:

WCNA 33	2009	Barcelona Spain	(-212,895)
WCNA 34	2011	San Diego USA	282,577
WCNA 35	2013	Philadelphia USA	209,434
WCNA 36	2015	Rio de Janeiro Brazil	(-384,710)

We spoke of the fellowship development opportunities a non-US convention might be able to afford members in the hosting locale. This appears to be accurate for Brazil. Prior to the Convention, members from throughout Brazil became involved in service through the zone, went through training, and updated their website. They developed a PR strategy for their zone and one component was enacted at the World Convention which helped, for the first time, to initiate relationships with medical school professionals. The zonal PR chairperson has been invited to participate in the Brazilian federal government's drug council, which is willing to help open federal prisons to NA and help realize an 800 number for the country. This is a direct result of attention from the World Convention. The exposure on national TV helped the credibility of NA and fostered growth through their helpline. There are many pluses for the members and potential members in Brazil from WCNA 36. For those of us who were able to be there, it was a gratifying example of recovery in action with a Brazilian and Latin American flavor. We offer a huge thank you and hugs to all who helped to make this event possible for us all.

	COMBINED FISCAL YEARS	BUDGET	VARIANCE
<b>WCNA 36 INCOME</b>			
REGISTRATION	\$303,731	\$350,000	(\$46,269)
NEWCOMER DONATIONS	2,456	28,000	(25,544)
MERCHANDISE	130,783	440,000	(309,217)
OTHER SALES	1,250	0	1,250
REBATES	0	21,052	(21,052)
<b>Total WCNA 36 Income</b>	<b>\$438,220</b>	<b>\$839,052</b>	<b>(\$400,832)</b>
<b>WCNA-36 EXPENSE</b>			
REGISTRATION	\$53,425	\$96,000	(\$42,575)
PROGRAM	157,225	183,219	(25,994)
MERCHANDISE	104,465	178,000	(73,535)
FACILITIES	349,394	188,000	161,394
SUPPORT COMMITTEE	50,168	44,000	6,168
ADMINISTRATION	108,253	149,421	(41,168)
<b>Total WCNA 36 Expense</b>	<b>\$822,930</b>	<b>\$838,640</b>	<b>(\$15,710)</b>
<b>TOTAL NET</b>	<b>(\$384,710)</b>	<b>\$412</b>	<b>(\$385,122)</b>



## 2016 CONFERENCE AGENDA REPORT

With this *NAWS News*, you most likely have found your *CAR*. Yes, we are moving toward WSC 2016. In addition to World Board and regional motions, we want to make you aware of a survey that is within the *CAR*. This survey will help us plan, and we want members to participate by letting us know what recovery literature and service material they want and offering their ideas for Issue Discussion Topics for the next cycle. Additionally, we will be offering the survey online. NA is a “we” fellowship, so we would like you to participate and express your desires. We will be discussing the results from the survey and direction at the Conference. You can participate locally as well as online; the survey can be found at [www.na.org/conference](http://www.na.org/conference).

To help us all better understand the *CAR*, please mark your calendars to join the board in a Conference participant webinar to be held Saturday, 12 December at 10 am PST. To supplement this web meeting, we will be offering *CAR* videos once more and these and more can be found at [www.na.org/conference](http://www.na.org/conference)

## PLANNING OUR FUTURE PACKET

We are also sending a packet of information about the Future of the WSC. Contents of the packet include the results from the Role of Zones workshop that many communities participated in, a snapshot of data for zones today in NA, and a narrated PowerPoint on the future of the WSC focusing on sustainability and effectiveness. These materials will also be online at [www.na.org/future](http://www.na.org/future) or by link from the conference page.

## 2016 CONFERENCE APPROVAL TRACK

As we stated previously, this CAT will contain the NAWS Strategic Plan, budget, and project plans. Additionally, we will offer ideas for how to handle business and discussions at the WSC, as well as WSC seating recommendations and applications.

All delegates currently have the ability to include material that they would like other Conference participants to discuss in the *Conference Report*. Now, we would like to offer this same ability earlier in the process by adding an additional component to the CAT mailing. What this means for all regions is that if you or your region has an issue or idea that you would like to see considered by other participants, delegates can submit their idea/issue to us by 15 December 2015. The ideas and issues received will be distributed with the CAT mailing under a separate cover.



## STRATEGIC PLANNING

We spent a full day in our strategic planning process. We initially considered what we term “critical concepts,” which include making A Vision for NA Service meaningful for members, providing tools that help those who use them, and being able to communicate in a way that reaches members. We moved to a review of identified goals from our previous session and refined a couple of them for clarity. Many of our goals for the upcoming Conference cycle are geared toward fellowship development with PR as a needed component, service tools, raising awareness and understanding of NA among the general public and potential members, and finding ways to engage RDs in the planning process. Following the goals process, we did our first round of prioritization of goals and plan to finalize this process prior to our January meeting where we will create approaches to accomplish these goals and follow up with project plans for the Conference Approval Track.

## PR PAMPHLET

As you may recall in the Strategic Plan offered at WSC 2014, we had a second priority item to create a new PR pamphlet (similar to *Information about NA*) for professionals regarding the medicalization of addiction treatment and the NA Third Tradition. At our meeting we reviewed a draft and offered our thoughts for change and additional pamphlet material. We anticipate this draft pamphlet will be ready for a 90–day conference participant review within the next couple of months. We will alert you via an e-blast that the pamphlet is ready for review.

## CALENDAR

### Travel requests (considered by quarter)

Please send in your requests as early as possible.

**15 February** for April–June

**15 May** for July–September

**15 August** for October–December

### Conference Participant Web Meeting

12 December 2015—10 am PST

### Material to be included in the CAT mailing

15 December 2015

### Translated *Conference Agenda Report* available

24 December 2015

### Conference Approval Track material available

25 January 2016

### Regional report deadline

15 February 2016

### Material to be included in the *Conference Report*

15 February 2016

### World Service Conference—Honesty, Trust, and Goodwill

24–30 April 2016